OFFICE OF THE CITY MANAGER

NO. LTC# 199-2012

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

Report It

FROM:

Kathie G. Brooks, Interim City Manager

DATE:

July 31, 2012

SUBJECT: Report It Mobile Application

The purpose of this Letter to Commission (LTC) is to inform you of the launch of our new mobile application for smartphones, "Miami Beach Report It." This new mobile application now available, allows users to snap and submit photos of potholes, graffiti, and other problems in our city from their smartphone. The application has been under development for the past few months by CitySourced. and interfaces with our current on-line service request system called "Ask it. Report it." (previously called the Citizen Support Center), avoiding duplicate efforts. It is in keeping with our commitment to enhance the availability of City services and processes.

Through this mobile application, users will be able to report problems for the city to address, including. but not limited to, abandoned property, alley cleanliness, graffiti, illegal dumping, broken sidewalks, potholes, and overgrown trees. This new smartphone application uses geo-tagging technology to automatically provide the location they are reporting on, simplifying the process for users. The application is available to download free of charge via iTunes, Android Market, Blackberry and Windows Phone.

Los Angeles-based CitySourced is a real-time mobile civic engagement platform. CitySourced provides a free, simple, and intuitive platform empowering people to identify civic issues (public safety, quality of life, & environmental issues) and report for quick resolution; an opportunity for organizations to use technology to save time, money, and improve services; and a positive, collaborative platform for real action

In keeping with the new app's brand and some of the modifications to the current customer service systems, we are re-branding all of our citizen support services (phone, online and app) as "Miami Beach Report It." The City Website's current home page link to "Citizen Support Center" has already been changed to "Ask it. Report it." A new landing page will communicate the three ways that residents and businesses can report issues and concerns to the City (online, through this new smartphone app and via telephone).

"Report It" will be promoted using several communications methods that bear no cost to us, which include publications (ie. MB magazine and MB Line), video, radio, media, and social media. Other promotional methods include printing business cards and posters in-house to use at city facilities and frontline points (reception desks, cashiers and employees).

If you have any questions or need any additional information, please feel free to contact me.

C:

Executive Staff Nannette Rodriguez, Communications

